

## II. NATURE OF LOCAL PROGRAMMING:

Name of Program	Type of Local Program*	Schedule	Source (Locally originated?)
Mexican Consulado Movil	News Segment	5 p.m. and 10 p.m.	Produced in house live -Phoenix
Health Fairs	News Segment	5 p.m. and 10 p.m.	Produced in house live - Phoenix
Noticiero Telemundo 48	Local Newscast	5p.m. to 5:30 p.m. M-F 10p.m. to 10:30 p.m. M-F	Produced in house live - Phoenix
Agenda Comunitaria	PSA segment	Monday-Friday	Produced in house live - Phoenix
Bolsa de Trabajo	Employment information	During newscasts	Produced in house -Phoenix
Miercoles de Inmigracion	Weekly segments in news	Mon-Friday 5 p.m. and 10 p.m. News	Produced in house - Phoenix
En Su Salud	Health issues	Mon-Friday 5 p.m. and 10 p.m. News	Produced in house - Phoenix
Tips for Kids Drowning	News Segment	Mon-Friday 5 p.m. and 10 p.m. News	Produced in house - Phoenix
Warning Crossing the Desert	News Segment	Mon-Friday 5 p.m. and 10 p.m. News	Produced in house - Phoenix
Elecciones 2004	Political News Segment	Mon—Friday 5 p.m. and 10 p.m. News	Produced in house - Telemundo

**\*Categories:** Newscast, Public Affairs, Political Broadcasting, Investigative/Consumer, Minority-Targeted, Sports, Academics, Arts, Specializing, or Other

**B. Local News**

1. What percentage of daily programming is devoted to local news?  
.5%
2. What is the profitability of producing local news programming, compared to profitability of other programming?  
N/A

**C. Political Programming**

1. Does the station cover local campaign events?  
yes
2. Does the station air local candidate debates?  
No
3. List instances when local candidates were offered free air time. None

**D. Arts**

1. How does your station support local arts?  
Attend and promote Art shows and offer PSA's for events
2. Does your station provide on-air opportunities for local artists to perform?  
Yes, we air every Friday an Entertainment segment.

**E. Emergency Programming**

1. Describe your station's methods of providing live, on-the-scene coverage of emergency weather, traffic, crime and similar events.  
The News Department, it's ready to inform the local community and to do what's necessary, including breaking into programming to inform the public.
2. Does your station participate in AMBER, EAS, or other alert systems?  
Yes,

**F. Civic and Cultural Events**

1. List recent local events covered by your station (e.g., local sports, museum openings, fairs, holiday events) and describe the coverage.  
  
Boxing Match – Julio Cesar Chavez Jr., October 23  
2004 Athens Olympics  
**Titulares Deportivos**  
La Raza Boxing Club News segments  
High School Football  
Men's & Women's Local Soccer league  
Mascotas de La Semana (Dog of the Week)  
Presidential Debate- Tempe, Arizona  
Museum Exhibits i.e.: Xicanindio Mexican Exhibit
2. Describe your station's efforts to cover health and safety issues important to the community.  
  
We have a daily segment devoted for health and we provide current information on health and safety topics.  
Ex: Flu season, flu shots, Diabetes, Tips on Kids Drowning, Breast Cancer, Health Fairs.  
Special segments Warning about crossing the Desert in the summer.

# **PUBLIC SERVICE ANNOUNCEMENTS**

<b>Type of Public Service Announcement</b>	<b>How Frequently Aired</b>	<b>Time of Day</b>	<b>Source</b>	<b>Cost to Sponsoring Organization</b>
Army National guard	7 spots per week	Varies	Arizona Broadcasters Association	None
Domestic Violence	5 spots per day	Varies	Spot produced in house	None
Phx Fire Department emergency notification system	8 spots per week	Varies	Phx Fire Dept.	None
Race for the Cure	15 X day	Varies	Komen Race for the Cure	None
Drinking Milk for Kids	3 X week	Varies	Cooley Adv.	None
Ronald McDonald House	5 X day	Varies	Ronald McDonald	None
Summer Safety Campaign	3 X day	Varies	In House production	None
Sombras del Desierto	3 X day	Varies	In House production	None
Leukemia Foundation	3X day	Varies	Leukemia Foundation	None
Special Kids	3X day	Varies	Kohl's	None

<b>Type of Public Service Announcement</b>	<b>How Frequently Aired</b>	<b>Time of Day</b>	<b>Source</b>	<b>Cost to Sponsoring Organization</b>
United Way	3X day	Varies	United	None

**V. ADDITIONAL AREAS OF INQUIRY:**

**A. Regulatory Changes**

- Describe the current and expected future impact of the transition to digital programming on local programming.  
In Digital programming will increase our ability to cover the local scene more, and to transmit more programs to reach the public.
- What are your reasons for supporting or opposing a change in the FCC's rules on advertising practices and rates for legally qualified candidates for public office?

**KDRX-CA Phoenix, AZ**  
**KPHZ(TV), Holbrook, AZ**  
**(For Period October 1, 2003 to September 30, 2004 (continued))**

***Local News and Public Interest Programming.***

1. ***News Programming.*** How many hours of local news do you air weekly? 1 hr, 5 min
2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

Does It Really Do That? (Weekly series exposing fraudulent product claims)  
Opening of American Indian Museum (Extensive coverage of opening of new Smithsonian museum honoring Native Americans on the National Mall)

**Health & Safety topics:** KHRR has a daily segment devoted to providing information about health and safety issues in tips on kid drownings, breast cancer, health fairs, flu season, flu shots, diabetes, and special segments warning about crossing the desert over the summer among other topics.

3. ***Emergency Programming.*** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

7/10/04 (severe thunderstorm coverage interrupts prime time programming)

4. ***Public Affairs Programming.*** Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

Meet the Press (1 hr. weekly; national political news)

5. ***Political Programming.*** Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

2004 Presidential Election (~ 5 hours per week during season)  
2004 Democratic Primary (~ 3 hours per week during season)

6. ***Special Political Programming.*** Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

National GOP Convention: August 28 – September 1, 2004 (~ 3 hours)

7. **Election-Year Political Programming.** Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

**Elecciones 2004:** Political news segment at 5pm and 10pm weekdays (~# hrs per wk)

***Community Service and Outreach.***

1. **Public Service Announcements.** How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Paid PSAs: \_\_\_\_\_ minutes (Drug avoidance, ending child abuse, stay in school)

Unpaid PSAs: \_\_\_\_\_ minutes (same)

**Army National Guard**

**Domestic Violence**

**Phoenix Fire Department Emergency notification system**

**Race for the Cure**

**Drinking Milk for Kids**

**Summer Safety Campaign**

**Sombras del Desierto**

**Leukemia Foundation**

**Special Kids**

**United Way**

2. **Community Programming.** During the past year, please list examples of non-news community programming of particular interest to the community.

**Muscular Dystrophy Telethon**

**High School Football Championship**

**Boxing Match – Julio Cesar Chavez Jr., October 23**

**Titulares Deportivos**

**La Raza Boxing Club News segments**

**High School Football**

**Men's & Women's Local Soccer league**

**Mascotas de La Semana (Dog of the Week)**

**Presidential Debate- Tempe, Arizona**

**Museum Exhibits i.e.: Xicanindio Mexican Exhibit**

3. **Community Participation.** Please list employees who regularly participate in local community events.

4. **Community Contributions.** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

\$1xxx Donation to Kids Group (a local kids group)

5. *Community Communications.* Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups?

Station has community advisory board, consisting of \_\_\_ community leaders from various backgrounds. Station personnel also maintain dialogues with the following persons or organizations with regard to issues of particular community interest:

Urban League

**At local events** such as festivals, job fairs, health fairs, fundraisers, etc., KHRR networks with attendees to promote the station and to gather community input.



## **PHOENIX CALENDAR OF EVENTS '04**

January	<i>Dia de los Santos Reyes</i> P.F. Chang's Rock and Roll Marathon
February	<i>Dia de la Bandera</i> Renaissance Festival Black & White Ball <i>Valentine's Event</i>
March	Ostrich Festival Women's Day Luncheon AWRT Luncheon <i>Cesar Chavez Celebration</i>
April	<i>Dia de los Ninos</i> Easter Extravaganza Women's Expo Mc Festival Maricopa County Fair
May	Cinco de Mayo Festival LULAC Convention <i>Dia de las Madres</i>
June	<i>Dia del Padre</i> NCLR National Conference of La Raza
July	On-air sweeps promotion Maryvale Fireworks Avondale Fireworks City of Phoenix Fireworks Festival Leukemia/Lymphoma Society <i>Fireworks Festival in Avondale</i>
August	<i>Back to School Promotion</i> Latino Institute Back to School/Health Festival
September	<i>Fiestas Patrias Avondale</i> Fiestas Patrias Peoria Campesina Fiestas Patrias Hispanic Heritage Festival AWRT Banquet Todo Bebe Fair
October	First Annual Festival Familiar Telemundo 48 Arizona State Fair Avondale Billy Moore Days City Disabilities Luncheon Halloween Promotion Phoenix Suns Season Tempe Walk for Hope Race for the Cure <i>Dia de la Raza</i>

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November     *Dia de los Muertos*  
McDonald's Thanksgiving Celebration

December     *Toys for Tots*  
Posadas Navidenas  
Christmas Baskets give-away

**KVDA TV- San Antonio, TX**  
**(For Period October 1, 2003 to September 30, 2004, Unless Noted)**

***Local News and Public Interest Programming.***

1. ***News Programming.*** How many hours of local news do you air weekly? 10
2. ***Community Programming.*** Please provide examples of important local stories during the past year within your news that inform the community, including consumer affairs, exposés, investigatory pieces, and issues of importance to minority, disabled and other special local interest groups.

***Child Abuse in San Antonio Part 1-*** San Antonio has had more than its share of child abuse cases since 2004. One small boy was starved to death by his family. Several have died of injuries by family members. In part one we zeroed in on the problem in our country.

***Child Abuse in San Antonio Part 2-*** We addressed the heavy caseloads of workers at the Children's Protective Services and their future to identify potential problems...even though they had handled the same cases earlier.

***Texas Death Penalty-*** In this report, we reported on the issue of the death penalty and how a disproportionate number of Hispanics are on death row.

***Legal, but is it Ethical?*** - In this two-part report, we talked about ethics of how city officials raise money for their election or re-election campaigns and how they spend it. The law allows for money to be used in a variety of ways. Texas Election Laws allow for the money to be spent freely without much reporting.

***Saving the Immigrants*** - Three part series on a US Border Patrol Unit that rescues undocumented immigrants as they try to cross into the United States.

***Healthy Youngsters-*** Story about how the Center for Disease Control is helping youngsters and their families lose weight and stay healthy. Program is also sponsored by Telemundo.

***Hearing Impaired Hispanics in San Antonio-*** Story on the difficulties encountered by Hispanics with little or no hearing. What services are available and how do they go about getting them?

***Credit Card Scams-*** How local authorities have cracked down on credit card companies that have targeted Hispanic customers. Also gave ways that victims could get involved in the suits that were filed.

3. ***Emergency Programming.*** Please list instances during the past year where the station has interrupted regular programming to cover local, regional or national disasters of interest to the community. List any instances you know of in which cable and/or DBS was off the air but our station was still broadcasting.

April 8, 2004 severe thunderstorms moved through the area and caused spotty outages to local cable systems. We continued broadcasting.

June 8, 2004 severe thunderstorms moved through the area and caused spotty outages to local cable systems. We continued broadcasting.

June 22, 2004 severe thunderstorms moved through the area and caused spotty outages to local cable systems. We continued broadcasting.

4. *Public Affairs Programming.* Please list names of public affairs shows, number of hours per week aired, and the sorts of stories covered.

"Su Voto Cuenta" October 9, 2004 provided a look at how the Hispanic vote could impact the 2004 election process.

5. *Political Programming.* Please estimate approximate minutes of coverage of political issues during daily newscasts and public affairs programming, broken down by topic.

Since 2003, we have focused on covering local, state, and national political events. Some types of coverage include: Redistricting in Texas, and how state legislators fled the sessions in Austin to stall the process.

We have had candidate coverage in various races.

We have also covered political scandals between candidates that include Charlie Gonzalez' battles with his ex-wife over his seat in the primaries.

6. *Special Political Programming.* Please list special or extended political coverage of debates, conventions, town hall meetings and other public forums.

Presidential Debates October 6, 15, and 22, 2004- each two hours in length

Vice Presidential Debates- October 12, 2004 – two hours. We also had community leaders talk about how they felt candidates fared in each of the four debates.

7. *Election-Year Political Programming.* Please list any additional time provided to candidates or special periodic programming during the 60 days prior to election.

Approximately 5.6 minutes per newscast and to date 10/28/2004 we have run a total of 336 minutes in our 5PM and 10PM news. Our network is tracking this information internally. They have been monitoring from September 6, 2004 and will continue through Election Day. Topics included are:

#### **Candidate Profiles**

The political process (the Electoral College, Polls, and how they are measured, will Texas redistricting affect this year's vote, Project Vote, a lesson in voting.) Just some of the many topics covered.

**KVDA-TV, San Antonio, Texas**  
**(For Period October 1, 2003 to September 30, 2004 (continued))**

***Community Service and Outreach.***

1. ***Public Service Announcements.*** How many total minutes per average week – for instance, a week during September or October 2004, does the station air unpaid PSAs? Paid PSAs? Please list examples of common topics.

Unpaid PSAs: 50+ minutes (Drug avoidance, terrorism, alcoholism, stay in school, runaway, senior citizens, local community events)

Paid PSAs: 0 minutes

2. ***Community Programming.*** During the past year, please list examples of non-news community programming of particular interest to the community.

Children's Miracle Network Telethon

3. ***Community Participation.*** Please list employees who regularly participate in local community events.

Clara Rivas, Maricela Arce, Teresa Garza, Nora Fernandez, Jessica Hernandez, Sandra Pinto, Mike Pesina, Jose Luis Alverdi, Dan Garcia, Roger Topping, Tony Gonzalez, Lee Pittluk, Martha A Lopez.

4. ***Community Contributions.*** Please list in-kind donations (e.g., hats, t-shirts) and/or monetary donations to local charities.

Toys for joy

\$5,000 cash contribution, Dia de los Niños for Austronaut Carlos Noriega Presentation (+ pencils, pens, maracas)

\$10,000 cash contribution Guadalupe Cultural Art Center

Local Schools tour the station. (shirts, pens)

Career day at Elementary schools (pencils, t-shirts)

Book blast (pencils, shirts, hats, balls)

March of dimes Walk-America (T-shirts, hats)

Zoo Boo 5000 items (Kellogg's treats, pencils, pens)

Chamber of Commerce Golf Tournament (60 Maracas for chamber of commerce golf tournament)

\$100 for jersey shirts for community baseball team

Lulac, in-kind contribution for their annual convention \$10,000

Maldef, sponsorship of annual gala \$2,500 cash contribution.

Hispanic Chamber of Commerce sponsorship of local business people awards \$500.00 cash contribution.

5. *Community Communications.* Please list the groups with which the Station communicates, formally or informally, to determine issues of importance? Does the station have a community board? Does it communicate with particular minority, community or other groups? N/A

Station has community advisory board, consisting of N/A community leaders from various backgrounds. Station personnel maintains dialogues with the following persons or organizations with regard to issues of particular community interest:

Hispanic Chamber of Commerce  
Instituto de Mexico  
Guadalupe Cultural Arts Center  
National Latino Children Institute  
Hispanic Scholarship Fund

## **HOW DO YOU SERVE YOUR LOCAL COMMUNITY?**

### **A Broadcaster's Commitment to Localism**

#### **I. STATION IDENTIFICATION:**

**Call Sign: KHRR-TV 40/DT**

**Community of License: Tucson, AZ**

#### **I. DETERMINING LOCAL NEEDS AND INTERESTS**

##### **A. Getting Community Input**

1. What methods do you use to solicit community input? How often? Include formal and informal methods.

Daily promos, calls and references from reporters who are always out in the streets

We run "Agenda Comunitaria", which is our Community Calendar daily, where we run different public service announcements for local community organizations. During these announcements, we ask our viewers to send information of events they may have, and we will air free of charge.

At local events we attend throughout the year; festivals, job fairs, health fairs, fundraisers, etc., we network with people that attends the events, not only promote the station, but to get community input.

##### **B. Receiving Community Input**

1. What methods do you use to compile the community input? How often?

Our receptionist keeps a daily log with comments from viewers, regarding programming and News.

On occasion we do informal surveys at festivals or events we participate

C. **Community Involvement**

1. List the community activities your station supports and/or in which your station participates. Attach additional sheets if necessary and include all types of activities, including educational, charitable, civic things you've done (however minor) in your community.

Activity Name	Type (e.g. Educational, Charitable, Civic, etc.)	How often?
LULAC	Attended Job Fair	Yearly
Mexican Consulado Movil	Government Information regarding visas, passports, Laws	Every week
AZ Broadcasters Association	Attended Job Fair	Yearly
El Rio Neighborhood Center	Attended Job Fair	Yearly
El Rio Neighborhood Center	Attended Job Fair	Yearly

2. Are your station executives members of local community boards, councils, charities, civic organizations etc.?

See Attached

3. How do you use your Web site to promote community service? N/A

4. List all of the things you've done to help the community that are not directly related to the station's programming.

See Attached

II. **NATURE OF LOCAL PROGRAMMING:**



Name of Program	Type of Local Program*	Schedule	Source (Locally originated?)
Noticiero Telemundo 40	Local News	5 p.m. and 10 p.m. M-F	Produced in house live
Health Fairs	News Segment	5 p.m. and 10 p.m. M-F	Produced in house live
Mexican Consulado Movil	News Segment	5 p.m. and 10 p.m. M-F	Produced in house live
Estrellas en Arizona	Community Events Entertainment	5 p.m. to 5:30 p.m. Sundays	Produced in house live
Elecciones 2004	Political News Segment	Mon—Friday 5 p.m. and 10 p.m. News	Produced in house - Telemundo

\*Categories: Newscast, Public Affairs, Political Broadcasting, Investigative/Consumer, Minority-Targeted, Sports, Academics, Arts, Editorializing, or Other

**B. Local News**

1. What percentage of daily programming is devoted to local news?

.5%

2. What is the profitability of producing local news programming, compared to profitability of other programming?

N/A

**C. Political Programming**

1. Does the station cover local campaign events?  
Yes
2. Does the station air local candidate debates?  
No
3. List instances when local candidates were offered free air time. None

**D. Arts**

1. How does your station support local arts?  
Attend and promote Art shows and offer PSA's for events.
2. Does your station provide on-air opportunities for local artists to perform?  
Yes, we air every Thursday an Entertainment segment, and on Sunday a ½ hour program

**E. Emergency Programming**

1. Describe your station's methods of providing live, on-the-scene coverage of emergency weather, traffic, crime and similar events.  
  
The News Department, it's ready to inform the local community and to do what's necessary, including breaking into programming to inform the public.
2. Does your station participate in AMBER, EAS, or other alert systems?  
  
Yes,

**F. Civic and Cultural Events**

1. List recent local events covered by your station (e.g., local sports, museum openings, fairs, holiday events) and describe the coverage.

Boxing Match – Julio Cesar Chavez Jr., October 23

2004 Athens Olympics

**Titulares Deportivos**

La Raza Boxing Club News segments

High School Football

Men's & Women's Local Soccer league

Mascotas de La Semana (Dog of the Week)

Museum Exhibits

2. Describe your station's efforts to cover health and safety issues important to the community.

We have a daily segment devoted for health and we provide current information on health and safety topics.

Ex: Flu season, flu shots, Diabetes, Tips on Kids Drowning, Breast Cancer, Health Fairs.

Special segments warning about crossing the Desert in the summer.

**V. PUBLIC SERVICE ANNOUNCEMENTS**

<b>Type of Public Service Announcement</b>	<b>How Frequently Aired</b>	<b>Time of Day</b>	<b>Source</b>	<b>Cost to Sponsoring Organization</b>
United Way	12 X day	6 a.m. to 12 a.m.	United Way	None
American Cancer Society	5 X day	5 a.m. to 12 a.m.	American Cancer Soc.	None
Army Nat'l Guard	10 X day	5 a.m. to 12 a.m.	Army Nat'l Guard	None
Race for the Cure	20 X day	6 a.m. to 12 a.m.	Race for the Cure	None
Alcoholic Anonymous	8 X day	6 a.m. to 12 a.m.	Alcoholic Anonymous	None

**V. ADDITIONAL AREAS OF INQUIRY:**

**A. Regulatory Changes**

1. Describe the current and expected future impact of the transition to digital programming on local programming.  
In Digital programming will increase our ability to cover the local scene more, and to transmit more programs to reach the public.
2. What are your reasons for supporting or opposing a change in the FCC's rules on advertising practices and rates for legally qualified candidates for public office?



# PROMOTIONAL OPPORTUNITIES

## FEBRUARY 2004

### *Renaissance Festival*

Artisan marketplace is filled with food, entertainment, and arts & crafts.  
80,000 EXPECTED ATTENDANCE



## MARCH 2004

### *Spring Training*

Divisional games at Tucson Electric Park.  
80,000 EXPECTED ATTENDANCE



### *KEVT Spring Festival*

A family fun filled festival featuring world famous "Los Tucanes de Tijuana".  
20,000 EXPECTED ATTENDANCE



### *Health Fair 2004*

El Rio's health fair offers participants health education and free medical screenings.  
5,000 EXPECTED ATTENDANCE



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For sponsorship opportunities please contact your local account executive (520)322-6888



# PROMOTIONAL OPPORTUNITIES

## APRIL 2004

### *El Día del Niño Celebration*

Outdoor event that includes free food, drink, and cultural exposure to arts for children

5,000 EXPECTED ATTENDANCE

### *6TH Annual Spring Festival*

Telemundo & KEVT together celebrate Easter with "Lupillo Rivera".

80,000 EXPECTED ATTENDANCE

## MAY 2004

### *Cinco de Mayo Festival*

2 day outdoor event at Kennedy Park with food booths and musical Entertainment

80,000 EXPECTED ATTENDANCE

## JUNE 2004

### *KEVT Anniversary Concert*

This Sunday concert at the Tucson Rodeo Grounds is filled with food booths and various musical acts such as: Juan Gabriel & Marco Antonio Solis.

80,000 EXPECTED ATTENDANCE

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For sponsorship opportunities please contact your local account executive (520)322-6888



## PROMOTIONAL OPPORTUNITIES

### AUGUST 2004

#### *Nuestra Belleza Fiestas Patrias 2004*

A queen and princess will be selected to represent their Hispanic Culture for a year

1,000 EXPECTED ATTENDANCE

### SEPTEMBER 2004

#### *Fiestas Patrias*

3 day outdoor event at Kennedy Park with food booths and musical entertainment

80,000 EXPECTED ATTENDANCE

### OCTOBER 2004

#### *Festival de la Raza*

Concert at the Rodeo Grounds featuring Vicente Fernandez, Los Huracanes del Norte & local & regional bands.

20,000 EXPECTED ATTENDANCE

#### *Norteño Festival*

TELEMUNDO is teaming up with Pio Decimo to put on a family oriented, music and food filled event.

80,000 EXPECTED ATTENDANCE

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For sponsorship opportunities please contact your local account executive (520)322-6888



# PROMOTIONAL OPPORTUNITIES

## NOVEMBER 2004

### ***Festival Telemundo***

A viewer appreciation concert at Reid Park, free of charge with live music, dancing, food and drinks.

**20,000 EXPECTED ATTENDANCE**

## DECEMBER 2004

### ***Navidad en el Barrio***

Join Telemundo & KEVT Radio as together they bring the community together for a 36 hour radiothon/telethon to collect Christmas toys for Tucson children.

**20,000 EXPECTED ATTENDANCE**

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For sponsorship opportunities please contact your local account executive (520)322-6888



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## **APPENDIX B**

**(PSA Examples from WRC-TV, Washington, DC)**